

Rep Order# 8863441 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 37381

Printed: 10/22/2012 9:44 AM
Last Received: 10/22/2012 8:25 AM
Showing Buylines: All Lines

1 of 9

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$70,635

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|-----------|--------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F | 400A-459A | | :30 | \$25.00 | 10/09-10/12 | 5 | 1 | 5 | \$125.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 2 | M | 400A-459A | | :30 | \$25.00 | 10/15-10/15 | 2 | 1 | 2 | \$50.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 3 | TU-F | 700A-900A | | :30 | \$165.00 | 10/09-10/12 | 10 | 1 | 10 | \$1,650.00 | |
| | | | | Buyline Comment: THS MRN | | | | | | | | |
| | 4 | M | 700A-900A | | :30 | \$165.00 | 10/15-10/15 | 3 | 1 | 3 | \$495.00 | |
| | | | | Buyline Comment: THS MRN | | | | | | | | |
| | 5 | TU-F | 500A-600A | | :30 | \$185.00 | 10/09-10/12 | 11 | 1 | 11 | \$2,035.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 6 | M | 500A-600A | | :30 | \$185.00 | 10/15-10/15 | 3 | 1 | 3 | \$555.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 7 | TU-F | 600A-700A | | :30 | \$250.00 | 10/09-10/12 | 8 | 1 | 8 | \$2,000.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |

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Salesperson FAX# 202-872-0263

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|-----|-----|------|-------------|-------------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 8 | M | 600A-70CA | | :30 | \$250.00 | 10/15-10/15 | 2 | 1 | 2 | \$500.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 9 | TU-F | 1200P-1230P | | :30 | \$275.00 | 10/09-10/12 | 4 | 1 | 4 | \$1,100.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 10 | M | 1200P-1230P | | :30 | \$275.00 | 10/15-10/15 | 1 | 1 | 1 | \$275.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 11 | TU-F | 300P-40CP | | :30 | \$375.00 | 10/09-10/12 | 4 | 1 | 4 | \$1,500.00 | |
| | | | | Buyline Comment: ELLEN | | | | | | | | |
| | 12 | M | 300P-40CP | | :30 | \$375.00 | 10/15-10/15 | 1 | 1 | 1 | \$375.00 | |
| | | | | Buyline Comment: ELLEN | | | | | | | | |
| | 13 | TU-F | 1000A-1100A | | :30 | \$400.00 | 10/09-10/12 | 1 | 1 | 1 | \$400.00 | |
| | | | | Buyline Comment: PRICE RITE | | | | | | | | |
| | 14 | M | 1000A-1100A | | :30 | \$400.00 | 10/15-10/15 | 1 | 1 | 1 | \$400.00 | |
| | | | | Buyline Comment: PRICE RITE | | | | | | | | |
| | 15 | TU-F | 900A-1000A | | :30 | \$275.00 | 10/09-10/12 | 4 | 1 | 4 | \$1,100.00 | |
| | | | | Buyline Comment: KELLY | | | | | | | | |
| | 16 | M | 900A-1000A | | :30 | \$275.00 | 10/15-10/15 | 1 | 1 | 1 | \$275.00 | |
| | | | | Buyline Comment: KELLY | | | | | | | | |
| | 17 | TU-F | 1100A-1200P | | :30 | \$500.00 | 10/09-10/12 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: YNG & RSTLSS | | | | | | | | |

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|-------------------|---------------------|
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| Product | BERKLEY/SENATE/D |
| Estimate# | |
| Buyer | MICHAEL DETTORRE |
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Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-------------|---|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | *18 | M | 1100A-1200P | | :30 | \$500.00 | 10/15-10/15 | 1 | 1 | 1 | \$500.00 | |
| | | | | Buyline Comment: YNG & RSTLSS | | | | | | | | |
| | | | | Sales Remark: V11 . | | | | | | | | |
| | | | | V11 Comment Changed, Spots/week Changed | | | | | | | | |
| | 19 | SU | 500P-700P | | :30 | \$215.00 | 10/14-10/14 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 20 | SA | 500P-700P | | :30 | \$185.00 | 10/13-10/13 | 2 | 1 | 2 | \$370.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 21 | TU-F | 500P-630P | | :30 | \$400.00 | 10/09-10/12 | 8 | 1 | 8 | \$3,200.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 22 | M | 500P-630P | | :30 | \$400.00 | 10/15-10/15 | 2 | 1 | 2 | \$800.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 23 | TU-F | 430P-500P | | :30 | \$350.00 | 10/09-10/12 | 8 | 1 | 8 | \$2,800.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 24 | M | 430P-500P | | :30 | \$350.00 | 10/15-10/15 | 2 | 1 | 2 | \$700.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 25 | SA | 700P-800P | | :30 | \$165.00 | 10/13-10/13 | 1 | 1 | 1 | \$165.00 | |
| | | | | Buyline Comment: ET WKND | | | | | | | | |
| | 26 | TU-F | 700P-800P | | :30 | \$300.00 | 10/09-10/12 | 3 | 1 | 3 | \$900.00 | |
| | | | | Buyline Comment: ET/INSDR | | | | | | | | |
| | 27 | M | 700P-800P | | :30 | \$300.00 | 10/15-10/15 | 2 | 1 | 2 | \$600.00 | |
| | | | | Buyline Comment: ET/INSDR | | | | | | | | |
| | 28 | TU-F | 630P-700P | | :30 | \$275.00 | 10/09-10/12 | 1 | 1 | 1 | \$275.00 | |
| | | | | Buyline Comment: INS EDIT | | | | | | | | |

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|-----|-----|-----|-------------|----------------------------------|-----|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 29 | M | 630P-700P | | :30 | \$275.00 | 10/15-10/15 | 1 | 1 | 1 | \$275.00 | |
| | | | | Buyline Comment: INS EDIT | | | | | | | | |
| | 30 | TU | 800P-900P | | :30 | \$12,000.00 | 10/09-10/09 | 1 | 1 | 1 | \$12,000.00 | |
| | | | | Buyline Comment: NCIS | | | | | | | | |
| | 31 | TU | 1000P-1100P | | :30 | \$1,300.00 | 10/09-10/09 | 1 | 1 | 1 | \$1,300.00 | |
| | | | | Buyline Comment: VEGAS | | | | | | | | |
| | 32 | TU | 900P-1000P | | :30 | \$2,000.00 | 10/09-10/09 | 1 | 1 | 1 | \$2,000.00 | |
| | | | | Buyline Comment: NCIS LA | | | | | | | | |
| | 33 | TH | 900P-1000P | | :30 | \$1,800.00 | 10/11-10/11 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: PERS OF INT | | | | | | | | |
| | 34 | SU | 700P-800P | | :30 | \$1,300.00 | 10/14-10/14 | 1 | 1 | 1 | \$1,300.00 | |
| | | | | Buyline Comment: 60 MIN | | | | | | | | |
| | 35 | M | 1000P-1100P | | :30 | \$1,900.00 | 10/15-10/15 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: HAWAII | | | | | | | | |
| | 36 | M | 900P-1000P | | :30 | \$2,200.00 | 10/15-10/15 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: 2 GRL/MIKE&MLLY | | | | | | | | |
| | 37 | SU | 1000P-1100P | | :30 | \$1,900.00 | 10/14-10/14 | 1 | 1 | 1 | \$1,900.00 | |
| | | | | Buyline Comment: MENTALIST | | | | | | | | |
| | 38 | F | 1000P-1100P | | :30 | \$1,400.00 | 10/12-10/12 | 1 | 1 | 1 | \$1,400.00 | |
| | | | | Buyline Comment: BLUE BLOODS | | | | | | | | |

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|-----|-----|-----|-------------|--------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 39 | F | 900P-1000P | | :30 | \$1,200.00 | 10/12-10/12 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: MD IN JRSY | | | | | | | | |
| | 40 | SU | 900P-1000P | | :30 | \$1,400.00 | 10/14-10/14 | 1 | 1 | 1 | \$1,400.00 | |
| | | | | Buyline Comment: GD WIFE | | | | | | | | |
| | 41 | F | 800P-900P | | :30 | \$1,200.00 | 10/12-10/12 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: CSI: NY | | | | | | | | |
| | 42 | M | 800P-900P | | :30 | \$1,600.00 | 10/15-10/15 | 1 | 1 | 1 | \$1,600.00 | |
| | | | | Buyline Comment: MOTHR/PRTNR | | | | | | | | |
| | 43 | TH | 1000P-1100P | | :30 | \$2,200.00 | 10/11-10/11 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: ELEMNTY | | | | | | | | |
| | 44 | SU | 800P-900P | | :30 | \$1,800.00 | 10/14-10/14 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: AMZING RACE | | | | | | | | |
| | 45 | W | 800P-900P | | :30 | \$1,900.00 | 10/10-10/10 | 1 | 1 | 1 | \$1,900.00 | |
| | | | | Buyline Comment: SURVIVR | | | | | | | | |
| | 46 | W | 900P-1000P | | :30 | \$2,300.00 | 10/10-10/10 | 1 | 1 | 1 | \$2,300.00 | |
| | | | | Buyline Comment: CRIM MINDS | | | | | | | | |
| | 47 | W | 1000P-1100P | | :30 | \$2,000.00 | 10/10-10/10 | 1 | 1 | 1 | \$2,000.00 | |
| | | | | Buyline Comment: CSI | | | | | | | | |
| | 48 | TH | 900P-1000P | | :30 | \$2,100.00 | 10/11-10/11 | 1 | 1 | 1 | \$2,100.00 | |
| | | | | Buyline Comment: BGBNG/2.5 MEN | | | | | | | | |

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| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 49 | SA | 1000P-1100P | | :30 | \$750.00 | 10/13-10/13 | 1 | 1 | 1 | \$750.00 | |
| | | | | Buyline Comment: 48 HR MYST | | | | | | | | |
| | 50 | TU-F | 1135P-1237A | | :30 | \$200.00 | 10/09-10/12 | 4 | 1 | 4 | \$800.00 | |
| | | | | Buyline Comment: LTTRMAN | | | | | | | | |
| | 51 | M | 1135P-1237A | | :30 | \$200.00 | 10/15-10/15 | 2 | 1 | 2 | \$400.00 | |
| | | | | Buyline Comment: LTTRMAN | | | | | | | | |
| | 52 | TU-F | 1237A-137A | | :30 | \$110.00 | 10/09-10/12 | 4 | 1 | 4 | \$440.00 | |
| | | | | Buyline Comment: FRGUSN | | | | | | | | |
| | 53 | M | 1237A-137A | | :30 | \$110.00 | 10/15-10/15 | 1 | 1 | 1 | \$110.00 | |
| | | | | Buyline Comment: FRGUSN | | | | | | | | |
| | 54 | SA-SU | 1100P-1130P | | :30 | \$300.00 | 10/13-10/14 | 2 | 1 | 2 | \$600.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 55 | TU-F | 1100P-1130P | | :30 | \$500.00 | 10/09-10/12 | 4 | 1 | 4 | \$2,000.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 56 | M | 1100P-1130P | | :30 | \$500.00 | 10/15-10/15 | 1 | 1 | 1 | \$500.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 58 | SU | 630A-800A | | :30 | \$215.00 | 10/14-10/14 | 2 | 1 | 2 | \$430.00 | |
| | | | | Buyline Comment: SUN MRN | | | | | | | | |

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| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 59 | SU | 800A-830A | | :30 | \$215.00 | 10/14-10/14 | 1 | 1 | 1 | \$215.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 60 | SU | 830A-900A | | :30 | \$265.00 | 10/14-10/14 | 1 | 1 | 1 | \$265.00 | |
| | | | | Buyline Comment: FACE NATN | | | | | | | | |
| | 61 | TH | 1000P-1030P | | :30 | \$300.00 | 10/11-10/11 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: ET | | | | | | | | |
| | 62 | TH | 1030P-1100P | | :30 | \$275.00 | 10/11-10/11 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: INSIDE EDITION | | | | | | | | |
| | 63 | SA | 930A-1200P | | :30 | \$300.00 | 10/13-10/13 | 2 | 1 | 2 | \$600.00 | |
| | | | | Buyline Comment: ACC FOOTBALL | | | | | | | | |
| | 64 | SA | 800P-1000P | | :30 | \$500.00 | 10/13-10/13 | 2 | 1 | 2 | \$1,000.00 | |
| | | | | Buyline Comment: SAT PRIME MOVIE | | | | | | | | |
| | 65 | TH-F | 800P-1000P | | :30 | \$30.00 | 10/11-10/12 | 1 | 1 | 1 | \$30.00 | |
| | | | | Buyline Comment: ELECTRIC/ETRPT | | | | | | | | |
| | 66 | TII | 1000P-1100P | | :30 | \$1,800.00 | 10/11-10/11 | 3 | 1 | 3 | \$5,400.00 | |
| | | | | Buyline Comment: PERSON OF INTEREST | | | | | | | | |
| | 67 | TH | 400A-459A | | :30 | \$50.00 | 10/11-10/11 | 1 | 1 | 1 | \$50.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 68 | F | 400A-459A | | :30 | \$25.00 | 10/12-10/12 | 1 | 1 | 1 | \$25.00 | |
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| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 69 | F | 800P-900P | | :30 | \$2,100.00 | 10/12-10/12 | 1 | 1 | 1 | \$2,100.00 | |
| | | | | Buyline Comment: NCIS | | | | | | | | |
| | *70 | SA | 730P-1000P | | :30 | \$215.00 | 10/13-10/13 | 1 | 1 | 1 | \$215.00 | |
| | | | | Buyline Comment: MOVIE | | | | | | | | |
| | | | | Sales Remark: V11 . | | | | | | | | |
| | | | | V11 Comment Changed, Spots/week Changed | | | | | | | | |
| | 71 | SA | 1135P-1235A | | :30 | \$60.00 | 10/13-10/13 | 1 | 1 | 1 | \$60.00 | |
| | | | | Buyline Comment: PRIVATE PRACTICE | | | | | | | | |
| | 72 | M | 400A-459A | | :30 | \$25.00 | 10/15-10/15 | 1 | 1 | 1 | \$25.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |

—REPORT TOTALS—

Report Totals: 141 / \$70,635.00

—SALES MONTHLY TOTALS—

Oct 12: 141 / \$70,635.00

Sales Totals: 141 / \$70,635.00

Station Totals: 141 / \$70,635.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$235,450 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |

Books null
Demos RA35+

Rep Order# 8863441 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 37381

Printed: 10/22/2012 9:44 AM
Last Received: 10/22/2012 8:25 AM
Showing Buylines: All Lines

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Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263